



The Big Drip is on

The Blood Drive opens today in the Union ballroom.

This year the Blood Drive staff hopes to achieve the goal of 4500 pints, unreached in the past five years. This amount is used in southern Quebec in one week.

McGILL DAILY

VOL. 64 NO. 23
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3 CENTS



The future of Western society may be brighter than many analysts now predict, according to Lewis Mumford, speaker at the fourth annual Cummings Lecture last Friday evening. Mumford, who is known for his critiques of modern architecture and town planning, was described by those who introduced him as a "philosopher and writer in the highest American tradition of reforming thought". In his talk entitled "The Age We Live In: A Personal View", he based his guardedly optimistic view of the future of Western society on his own historical interpretation of the past 75 years. He concluded that after a period of disillusionment, there were "signs now of a resurgence of life" and of a "new moral awakening".

Haitians organize against deportation

by Heather Crosbie

Haitian immigrant workers and sympathizers marched through downtown Montreal on Saturday to protest their threatened deportation by Canadian Immigration Authorities. The demonstrators hoped to draw attention to the plight of many Haitians who face exploitation in Canada and almost certain imprisonment if deported to Haiti.

An organizer for Comité d'Action Anti-Deportation (CAAD), said "Most Haitians in Canada are not on welfare, and

have been working for up to a year not making any trouble, but they are being deported. We have discussed this among ourselves and the only reason we can see for this action is that the people in the Immigration Department want to keep Canada white."

He said that the Haitian community is angered by the Canadian government's policy of promoting French immigration yet they are deporting the French-speaking Haitians.

An agreement between the Canadian and Haitian govern-

ments has allowed Haitians to enter Canada as visitors without immigration visas. Many would-be immigrants were unaware of new laws in Canada at the time of emigration from Haiti and didn't realize that their stay was to be only a temporary one. Most arrived in Canada after the deadline for applying for immigration visas under Operation Mon Pays (November 2, 1972). They have taken the chance of staying in Canada and have ended up at deportation hearings as a result.

Originally Haitian immigrants tended to be professionals

encouraged to come to Canada, but for the past few years most have been from a working-class background. According to CAAD, "conditions in Haiti have deteriorated to the point where even though workers don't have the economic means to leave, they find them."

Since 1971, after "Papa" Duvalier's death and the succession to power by his son Jean-Claude, the viciousness of the Haitian regime has increased; dissent is brutally crushed with increasing vengeance. An official from the CAAD said that once Haitians get out, they do

not want to return. When they are deported, they are harassed, and are considered undesirable elements; many have been imprisoned according to CAAD.

The struggle will continue with a demonstration in Ottawa this Thursday. At McGill on the same day at 8 pm in the Union there will be a speech by Jacques Hamilton, the reporter (Montreal Gazette) who originally uncovered the problems of Haitians in Canada.

For information, the Comité d'Action Anti-Deportation may be reached at 844-9309.



The McGill Ruggers [solid colours] demonstrate some of the tenacious tackling and astute ball handling that led to their historic 6-3 victory over Harvard on Saturday. See page 7 for story.

inside

See inside for Paul Hoch's article on "Media and Sports: A profitable team".





**Give \$1 to
Clyde.**



CLASSIFIEDS

These ads may be placed in the advertising office at the University Centre from 9 am to 5 pm. Ads received by 10 o'clock appear the following day. Rates: 3 consecutive insertions—\$3.00 maximum 20 words. 15 cents per extra word.

FOUND

Patricia Smith — I have found your purse — phone 353-8438.

ENTERTAINMENTS

Marlene Dietrich is in the film Blue Angel, being shown Wednesday, Oct. 23 in FDAA at 8:00 p.m. Admission 50c. Info call MFS 392-8934.

JOBS

Babysitter for occasional Friday or Saturday nights for 4 year old. Phone 288-5657 after 6 p.m. and leave number.

Babysitter wanted. 3-5 afternoons per week. 2:30-5:30 p.m. call: 739-8574.

Looking for babysitter 3 days a week 9-5 for small female chimpanzee. Longueuil 670-7919.

HOUSING

Sublet required for November and December by couple with two (house-trained) dogs returning from overseas. Phone 488-7142.

URGENTLY NEEDED!!! Flat (4½-6½) or large apartment in Outremont or Simpson-McGregor areas. Must allow pets (i.e. cats). Wanted until May preferably. Call anytime: 488-5074.

Chalet in Sutton: \$200/person full season. Walk to hill, fireplace, furnished, carpeted, six beds. Call Frank 676-4095.

Apartment to share at Aylmer and Milton — immediate occupancy. Male, preferably French, own bedroom, \$50-80. 488-1889 after 6:00.

Near McGill University — Apartment, furnished, heating and parking included. 4 rooms, \$175 per month. Large rooms furnished, everything included. \$90 and \$120 per month. Tel: 845-5879. 481 Prince Arthur W.

TYPING

Typing lecture notes, term papers, resumes, manuscripts, copywork, same day service. 733-3272

Experienced typist — fully bilingual — knowledge of medical terminology — 767-4919.

ACADEMIC TYPING SERVICE: Specializing in theses, term papers, manuscripts. Prompt, individual attention. Accuracy guaranteed. 842-6040 or 488-7755.

WANTED

Wanted to buy: chest of drawers, small tables, double bed box spring with legs. Must deliver. Daniel 842-0130 or 392-6776.

Highest prices paid for collections and accumulations of old and new comic books. Especially interested in large collections of Marvels. Phone Bob 481-2830, anytime.

Wanted: Turntable — motor, turntable, and cartridge in good condition. \$30-\$70. Call Julia, evenings 849-0134.

Give warmth & support to small boys as a Big Brother. Community McGill: Union 411 — 392-8953. M-W-F: 2-4; T-Th: 1-3.

"Twitch" — 10 month old cat looking for home. Comes with flying camel. Affection & love. 842-0998; 842-7573.

Tutors needed to assist elementary age children in N.D.G. 1 to 2 hours weekly. Call immediately — Dominic: 931-4833, Mrs. Clancy: 481-6074.

Long-haired, year old, female cats need home(s) until June or permanently. One black (spayed); one grey and white. 849-4929 after 6 p.m.

FOR SALE

Woman's jacket — brown leather — sheep-skin lining. Size 7 — new — \$50.00 — call in the evening 727-3589 — Pina.

Sony STR 230 stereo amplifier-AM/FM, Sony SS-70 speakers. Excellent condition. \$150. 849-9637 evenings.

Attention McGill Students — Nationally-known brands of pantyhose, makeup, etc., at reduced prices. Phone Richard at 288-5256. No dealers please.

Tires (good, used with thread) four summer and two winter 700/14. Very reasonable. Chapin 392-8258 days.

Rossignol ROC 550, 207 cm; fixations Lock-Nevada; boots Kastinger size 11; call 737-6713.

MISCELLANEOUS

Your poems published. Simply buy 20 books (\$1 each) and we will publish two pages of your poetry. Walter 739-6000. Ideal Christmas present. Poems rewritten \$2.

Two female cats need new home. A backyard or the chance to roam out is important. Call 935-8491 after 10 p.m.

Qualified to translate English to French literature, literary criticism, sociology, psychology, etc. 842-0998; 842-6728.

PERSONAL

Problem? Feel you need to rap with a rabbi? Call Israel Hausman 341-3580.

Mitchell Paul 722593: You are invited to dinner October 26. Call 288-2713 for more information. Love, Dale Stace and Suzy.

LOST

Sunday October 13th — brown wire rim glasses: in case. Vicinity of Park and Milton. Please call Adams at 843-8828 or 392-5971.

WALLET with all important papers and life savings was "MISPLACED" at the Redpath Library on Friday. Keep life savings but please return the rest. Call 769-1552.

Lost vicinity of Campus Black Female Scottish Terrier. Answers to name of Mimi. Contact 843-4148. Reward.

HILLEL

OT SOUP

PRESENTS...
THE LUNCH SPECIAL
OF THE DECADE...

THIS WEEK ONLY...
MONDAY, OCT. 21,
1974

&

WEDNESDAY, OCT.
23, 1974

Our complete meal,
usually at \$1.49
—WILL COST ONLY
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ALSO OUR
HAMBURGERS, OUR
DELICIOUS
HAMBURGERS & OUR
INCREDIBLE HOT
DOGS WILL COST
ONLY \$.45 & \$.35
respectively.

DON'T MISS THIS
CHANCE OF A
LIFETIME...

WARM SOUNDS

JEWISH FREE UNIVERSITY 74-75

TUESDAY,

Hebrew Beginners — Effy Slonim
3460 Stanley — 8:00 p.m.

Hebrew Intermediate — Moshe Gruber
3460 Stanley — 7:30 p.m.

Creative Dance — Connie Dollin
3460 Stanley St. — 8:15 p.m.

WEDNESDAY,

Women and Judaism — Judy Sheppard
2130 Bishop — 7:30 p.m.

Makela — Eli Bonder
2130 Bishop St. — 8:30 p.m.

Israeli Dancing — Ricki Bonder
McGill Union — 8:00 p.m.
UNION BALLROOM

THURSDAY,

Basic Judaism — Sholem Elsenstat
3460 Stanley Library — 7:30 p.m.

Hebrew Beginners — Uri Sagman
St. Laurent — Vanier
College Room D507 — 6:30 p.m.

Hebrew Intermediate — Moshe Gruber
3460 Stanley St. — 7:30 p.m.

Israeli Dancing — Sue Baxt
Snowdon Vanier — 7:30 p.m.

MONDAY,

Hebrew Beginners — Edna Kralndelf
3460 Stanley St. — 7:30 p.m.

Yiddish Beginners — Mindy Spiegel
3460 Stanley St. — 8:00 p.m.

N.B. Anyone interested in advanced Hebrew or intermediate Yiddish, please leave name, telephone number and day preference at 845-6756 or 845-9171. Any further information can be obtained at the above listed numbers.

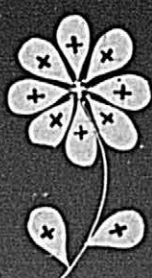
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VOLUNTEER YOUR TIME AS A BIG
BROTHER, TUTOR, DAY CARE WORKER,
IN A HOSPITAL, A SCHOOL, ETC.

COMMUNITY MCGILL

UNION 411
MON.—WED.—FRI: 2-4

392-8953
TUES.—THURS: 1-3



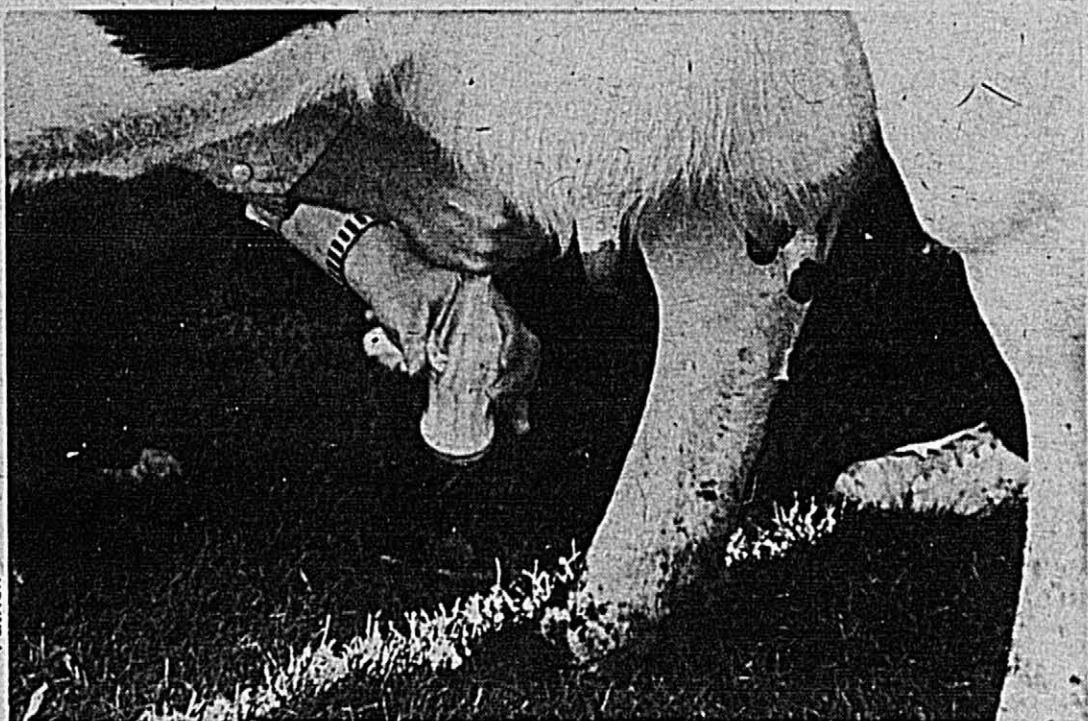
blood drive '74

PRIZES. REFRESHMENTS. CELEBRITIES. ENTERTAINMENT.
THE CHANCE TO SAVE A LIFE.



Daniel Boyer

MacDonald's Fall Royal



Patrick

MacDonald college, McGill's agricultural campus at Ste. Anne de Bellevue, held its annual Fall Royal [open house] last weekend. Departmental exhibits as well as a woodsmen competition, milking contest, pie-eating contest, tractor rodeo, and livestock show were featured.

MacDonald college is McGill's little-known faculty of agriculture and school of food science situated at the edge of the small town of Ste. Anne de Bellevue about 20 miles west of Montreal.

The students say they like the way everybody knows everybody else, the personal touch in classes, and the tranquillity of the college. Athletics, dances, and the student pub are their primary diversion.

To an outsider, MacDonald does indeed look like a homey place — too homey. MacDonald has the same insulation, tradition, and sense of false security associated with the traditional family unit. Next to MacDonald, McGill looks like a veritable hotbed of ideas.

The treatment of women in some of the food sciences exhibits exemplifies MacDonald's lack of contact with the world. Articles were pinned up which showed how women can pursue a career and take care of herself too! (Maybe even be a good mother.) One exhibit illustrated adolescence as a time when girls primp and adulthood as a time when women marry "liberated" men. The advertisement for the "Thinking metric is fun" exhibit featured a woman measuring 90 cm., 60 cm., 90 cm.

MacDonald students, espec-

ially the women, should fight to overcome this stereotyping of women as sexual objects, not reinforce it.

MacDonald's isolation is also evident from the university's old-style elitism — there is, for example, a tradition that no undergraduate can walk across the circle of grass in front of the main building and a gold key club complete with members who wear gold-embroidered green jackets.

No one would dispute that it is healthy and satisfying for a small student body to work and live together in peaceful surroundings. But what must be questioned is whether MacDonald students are allowing their physical isolation from the mainstream of society to be a mental isolation as well.

Bonnie Price



Part of poster advertising metric system display.

Today

Coed Crazy Water Relay Night: Come with your team, Currie Pool 7:30.

Divling Team: All welcome! Currie Pool 6:30, No previous experience needed.

Free Telegram Service: Throughout North America. Forms available at Union 401, 392-8942.

Pre-Med Society: Dr. R.C. Long, Associate Dean (Admissions) of Faculty of Medicine on "Medical Admission at McGill", 1 pm Francis Seminar Room, Fourth floor McIntyre Medical Building.

Lunch Concert: Leslie Samuels, Betsy Goldberg, harpsichord works by Bach, Handel, Scarlatti. Strathcona Music Building, Room C 310, 1 pm, free.

Chaplaincy Services: Any questions about various religious faiths and their relevance to contemporary issues. Representatives of Anglican, Jewish and Presbyterian faiths. 1 pm, Newman Centre, 3384 Peel Street.

Circle K: Meeting 5 pm to discuss next project; new members welcome. Union 457.

Chabad House Couples Evening: Rap session concerning Judaism. 3429 Peel, 7 pm. Also "How to be a Jew in 1974" at 12:30 pm.

English Department: Free film screening: A tout prendre; City of Gold. 3-5 pm FDA.

Anthropology Department: Lunch meeting with Professor Lewis Mumford, 12:15-2 pm. L 738.

Law Students: Urgent: sign the Bar petition. All day in faculty.

Chinese Students Society general meeting: 8:30 pm, Leacock L26. Bring membership cards and McGill ID card.

Blood Drive '74: Today is the opening day. Please donate in Union Ballroom 10 am-6 pm. Guest celebrities include architect Moishe Safdie.

East Asian Student: Drs. Li and Wu, members of a Chinese medical delegation to Canada, will speak on "Medicine in China", 2 pm Meakins Lecture Hall, McIntyre Medical Building, 5th floor.

DAILY STAFFERS! discuss the following —
 i'oe Ql ceepi Ralestine S' rld-
 x' y Pt o mi, ev f ab dorn ih
 Pxlvtine, In 1'48, oe
 bvcxh e f rvl' gve foc med
 i' r x a hde gnt reyre ee pan p
 del' p c mgr to Cxnxda.

What's What

DIVERS

The Intercollegiate team needs interested men and women divers (no team experience necessary). Join at one or more of these times: Monday: 7 pm, Currie (Men and women). Tuesday: 5:30 pm, Weston (Women only). Thursday: 7:30 pm, Weston (Women only). Fridays: 12:15 pm, Currie (Men and Women). For more information: 849-3945 or 392-4547.

MARKETING STUDENTS' ASSOCIATION

All A.M.S. members or marketing students interested in the association are invited to Tiffany's Brasserie, October 22, 5-8 pm. All the spaghetti you can eat for only \$1. 273-3056.

SPEAKER

Tuesday, October 22, linguist Noam Chomsky will give a public lecture entitled "The Trace Theory of Movement Rules". Leacock 132, 3 pm.

CANADIAN SCHIZOPHRENIA FOUNDATION

Dr. Abram Hoffer will speak on "New Methods of Treating the

Schizophrenias, and Behaviour and Learning Disorders". Monday, October 28 at 8 pm. West Hill High School Auditorium, 5851 Somerled, Montreal. Admission \$1.

NEWMAN CENTRE

Wednesday, October 23: Wednesday Evening Tangential Discussion Group topic: "Social Implications of Modern Technology". All are welcome.

DEBATING UNION

One day extension for last minute entry in campus-wide debating tournament. Open to all students. "Resolved: that elitism is the only rational form of social organization."

MONTREAL JEWISH SINGLE GRADUATE ASSOCIATION

This is an association for university graduates who are interested in people, dancing, sports, speakers, etc. Information call 688-0745 (Marianne or Lillyann).

PRE-MED SOCIETY

Dr. R.C. Long, Assoc. Dean (Admissions) of the Faculty of Medicine, will speak on "Medical Admissions at McGill" on October 21 at 1 pm. In the Francis Seminar Room (fourth floor of McIntyre Medical Bldg.)

BRIDGE CLUB

Duplicate game every Tuesday 6:45 pm in the coffee lounge, Union. Lessons October 22, 5 pm. Burnside 21. Information call Howard, 481-9122 or Robert 488-3085.

CAMPUS LEGAL AID

Legal information and assistance. Every day 10 am - 4 pm. Union 414. 392-8918.

BLACK STUDENTS UNION

Been wondering what's happened to us? Come and find out Tuesday, October 22, 5 pm. Union 427-428.

WOMEN'S INTRAMURAL ICE HOCKEY

Play for your faculty, residence or frat, Wednesday evenings at the Winter Arena. Sign up at the gym before October 25.

PREVENTIVE MEDICINE SOCIETY

Film and discussion on schizophrenia, Wednesday October 23. Leacock 26, 8 pm. Free, all welcome.

W.A.A. SOCCER

Ed. and P.Ed. vs. Arts and Science, 6 pm. RVC vs. Co-ed Res. and Frats, 6:30 pm.

INTERNATIONAL COMMITTEE AGAINST RACISM

Founding meeting of Montreal chapter. "Racism and the Importation of Haitian Women". Thursday, October 24, 8 pm. Union 457-458. Speaker: Jacques Hamilton, Montreal Gazette.

BLEEDING CONTEST

The Lambda Chi Alpha frat challenges all other frats to a bleeding contest. Wednesday, 7 pm. In Union ballroom.

Continued on page 8

Media and Sports: a profitable team

by Paul Hoch

Thousands of people who don't know me use my participation on a Sunday afternoon as an excuse for non-action, as a fix to help them escape their everyday problems and our society's problems. The toll of providing that experience is beginning to register on me.

-New York Knickerbockers forward Bill Bradley, May 28, 1971.

The World-wide enthusiasm for sports events brings to mind the decadence of the Roman Empire when similar physical exercises formed a circus spectacle which whipped up the tired nerves of paying spectators.

-Alex Natan, Sport and Society, [London: Bowes and Bowes, 1958].

Although journalism reviews rarely spend much time analyzing the sports page, it is there, as much as anywhere else, that the average newspaper reader acquires his general world view and values. Indeed, surveys in the United States, Canada and Europe have repeatedly shown that roughly one third of the readership (and more than half of the male newspaper readership) reads little more than the sports pages. Some analysts have claimed that our modern pro football and hockey spectacles are becoming a modernized version of the Roman gladiator shows. A sort of bread and circuses for the masses. A new opium for the people.

Sports news never has really been much more than a bit of razzmatazz for promotional purposes, and the bribery of the media men by professional promoters has long been institutionalized. (In fact, listening to the sportscasters, it is impossible to differentiate them from sports promoters.) In his excellent book, *The Jocks*, the late Leonard Schecter remarks at one point that the so-called "Golden Age of Sport" in the '20s was a golden age of payola. He gives the example of Madison Square Garden impresario Tex Rickard who used to hand out \$100 bills to deserving sportswriters. And he says, if things are less "golden" for sportswriters these days, it is only because the team owners realized they could be had for virtually nothing. "To hell with the newspapermen," ex-Mets boss George Weiss used to say. "You can buy them with a steak."

Schecter points out that one reason reporters "easily become what are called 'House men' is that those (very few) who occasionally tried to criticize a home team have suddenly found themselves out of a job." He cites various specific examples of this. Moreover, when he himself uncovered the fact that in the '50s about thirty per cent of the basketball players at St. John's never graduated, his paper, the *New York Post*, flatly refused to print the story. Announcer Phil Rizzuto told the *Daily News* that he does not "expect a guy to

bite the hand that feeds him" (i.e., an announcer to knock his club), and so, too, may it be with newspapers and clubs.

Sports spell cash

Gelfand and Heath, (Purdue sports sociologists), who were former sportswriters, seem to have just discovered this mutually profitable symbiosis. They insist: "Sports editors should not forget that the more people they lead into athletic activity, the more avid readers they recruit." And Malcolm Mallette, associate director of the American Press Institute, adds: "Circulation managers say that about thirty per cent of the people who buy their papers do it primarily for the sports news." Such newspapers as the *Manchester Guardian*, which are supposedly against gambling, have not been loathe to carry point spreads and betting tips when they thought it would boost their circulation. Schecter says that the wedding of media sports departments and sporting organizations has been so thoroughly consummated that the two are often "partners." "There is the real possibility," he adds, "that the newspaper needs the team more than the team needs the newspaper."

In the case of pro football, this gives the owners a free multimillion-dollar propaganda machine with an influential voice in twenty-four major cities and population centers in the country. Almost on cue they promote a merger, push legislation, attack an opponent of the league, justify ticket-price increases, trades, and rule changes, or generally create a cover for whatever dealings the owners may be plotting. There is no question as to which side of their bread the butter is on; the glamorous aura that surrounds the owners and management was created by this crucial segment of the press and news media. It is as premeditated and calculating as the star system was in the motion-picture industry.

National Football League Commissioner Pete Rozelle once remarked that "Whatever success the NFL has had is due, in no small measure, to the wholehearted support it has received through the years from newspapermen, radio announcers and commentators, and, more recently, television announcers and commentators." Over the years one of the newspapers most friendly to the sports establishment has been the *New York Daily News*, America's largest-selling paper. The *Daily News* is also the long-time owner of television station WPIX, which has televised New York Yankee baseball for as long as I can remember (and now televises the New York Nets basketball games as well). Thanks in part to sympathetic news coverage in the *Daily News*, the Yanks and Nets can draw big TV audiences on WPIX, which can then raise its advertising rates for the games.

Which means more money in the bank for the *Daily News*. This is not to say that the *Daily News* doesn't treat the Mets and Knicks every bit as good as the Yanks and Nets. After all, the paper's main sports "interest" is not its WPIX ad revenue, but its daily circulation of around a million, including people it has trained to be good "fans" (and hence good readers of the *News* sports pages).

The TV commentators are not far behind: "In recent years, the trend has been toward the professional team selling radio and TV rights to a network, and in the process, having the privilege of selecting the announcers. The result has been the 'All-America' announcer phenomenon (who, they say, is a 'rooter,' not a reporter) which, subtly or otherwise, promotes the home team and frequently reminds the listener to get his tickets for the next home game. (Gelfand and Heath, op. cit.)

"I'm a house man," sportscaster and ex-catcher Joe Garagiola reportedly used to say. "That's what they're paying me to be." Phil Rizzuto, former all-star short-stop and now announcer for the New York Yankees, was asked by the *New York Daily News* how he feels when he hears reports that announcers are just shills for the teams they work for. "That's a lot of garbage," said the enthusiastic announcer. "I don't deny that I try to make the Yankees sound

interesting... (and) they do play many exciting games and they do have some excellent ballplayers... Sure I root for them, but what's wrong with that? I don't go out of my way to knock the Yankees, but what about these writers who knock the announcers? Do you ever hear them knock the paper they write for?" (Or the paper's advertisers, we might add.)

But neither has the relationship between sports-casters and advertisers been anything other than loving. It wasn't long ago that every time a home run sailed out of the park, the announcer would come on to tell you that the batter had hit a "Ballantine Blast," or "White Owl Wallop," or a "Case of Wheaties," or a "Case of Lucky Strikes," or whatever the sponsor happened to be that day. (Finally, amidst a chorus of protest — none of which came from sports-casters — the baseball commissioner had to remind his announcer jocks that, from now on "a home run will be called a home run.") Schecter points out that sports and TV "have become so inextricably entwined that sports are television and television is sports."

An article in the *Financial Post* of November 11, 1967, quoted John Bassett, publisher of the defunct *Toronto Telegram*, owner of the *Toronto Argonauts* and chairman of *Maple Leaf Gardens*: "You must educate your audience and merchandise your product, and this can be done through television." A similar story revealed that the *Montreal Expos* were producing a series of half-hour TV shows to "educate" their future fans, and they quote one club official: "We are particularly interested in attracting young people — high school and university students, for example — to ensure fans for the future." (*Financial Post*, March 1, 1969.)

Television dictates sports

Of course, we should not delude ourselves that it is all a case of greedy promoters "using" the media. If

**"Superscope scores
with the strongest line
in the game."**



*Superscope™ guarantees the original registered owner that all parts and the most powerful defects for one year, two years or three years from purchase date depending upon product purchased. Product is repaired or replaced free of charge, provided you bought it in the U.S.A. from an authorized dealer. Naturally, the serial number cannot be altered or removed. **Manufacture suggested retail price at dealer's option.

anything, the symbiosis cuts mainly the other way. Schecter remarks, "Television buys sports. Television supports sports... So, slowly at first, but inevitably, television tells sports what to do. It is sports and runs them the way it does most other things, more flamboyantly than honestly."

In 1964, CBS outbid its rival networks for the rights to televise National Football League games, and it seemed it would be beating NBC in the battle for Sunday afternoon viewers for years to come. So NBC "created" the American Football League. The AFL at that point was mainly a collection of inexperienced younger players and NFL discards, who seemed to be unable to play defense. Fumbles flew off in all directions. Their games often resembled comedy more than football. But NBC knew a shrewd investment when they saw one. They paid the AFL owners \$38 million for a five-year TV contract, (compared with the just under \$9 million ABC had paid for the AFL's previous five-year contract), and this was the money the new league used to battle the old for the pick of the most promising rookies. "We couldn't have competed," said AFL Commissioner Joe Foss, "without television." And sure enough, with NBC putting up a good part of the bankroll, the new league became almost as strong as the old, and NBC had a valuable product on its hands.

"If you don't watch these TV people," says former Boston Celtics basketball coach Bill Russell, "they will devour you. First they ask you to call time-outs so they can get in their commercials. Then they tell you when to call them. Then they want to get into the locker room at half time. Then more and more. If you don't put on the brakes, they'll tell you when to play." (Of course Russell made these statements five years ago. Now television does tell sports teams when to play — for example, we have ABC's \$7.5 million schedule of Monday night pro football.)

There has been a lot of hullabaloo about TV breaking up games to get in commercials. The TV people have always denied it. However, in May, 1967, pro soccer referee Peter Rhodes admitted that he was required to wear an electronic beeper on his shoulder, and when the network (CBS) signaled, he had to signal an "injury", thus allowing time for a commercial. In her autobiography, Nancy Greene talks about how the schedule of the Olympic Games tended to be divided to suit the convenience of the TV boys.

But television controls not just when games are played, but whether they are played at all, and how they are played. Simply by giving coverage to some sports rather than others, TV can help ensure that those will be the popular ones. Pro football, to take one example, struggled along as a sort of freak show of overgrown collegians until TV "created" it as a sport in the militarized era of the Cold War. In some recent football All-Star games, TV is said to have "prohibited" red-dogging the quarterback, in order to give the viewing audience a more wide open spectacle.

Schecter says the main reason the Milwaukee Braves were willing to go through the tremendous hassles of moving to Atlanta was that it was a much more lucrative TV market. Similarly, improved TV subsidies were said to be the reason the National Hockey League expanded from six to twelve teams. It was television that uncovered pro soccer from the American sandlots and gave it national coverage. Without TV, "sports" like the roller derby and professional wrestling could not have survived. And it was ABC television — that most patriotic of networks — that concocted

its own heavyweight championship elimination tournament to fill the "vacant" throne of Muhammed Ali.

Lately ABC has come up with its own new-and-improved brand of hip sports promoter in Howard Cosell, a man whose supposed "tell-it-like-it-is" commentary on sports telecasts does not prevent him from ballyhooing and promoting the ritual with every second word. It reminds you very much of the "damning" critiques of jockery by men like Jim Bouton and John Sample who, if you read their books, turn out to accept 99.9 per cent of the jock mythology. Not surprisingly, after his hotly debated, but cream-puff, critiques of major league baseball, Bouton, too, had little trouble landing himself a network TV sports job, with ABC in New York, no less.

T.V. grows fat on football

In 1970, Bernie Parrish noted: "Chrysler alone spent more than \$13 million to sell their cars to pro football's selective audience of 18-49 age-group males in the wholesome setting provided by pro football." But, since the spectacular costs of sponsoring the games are worth it in terms of reaching the most lucrative buying markets, these huge sponsorship costs become one more barrier a smaller company would have to surmount in order to stay in business. In this way, the huge scale of the burgeoning sports-TV business acts as a tremendous stimulant to the growth of monopoly in American business generally.

The amounts of money changing hands in all this are simply staggering. CBS is paying out about \$25 million a year for rights to televise pro football. And they more than get it back from the advertisers. At last count, advertising costs for sponsors of the Super Bowl were approaching \$200,000 for a minute of commercial time! Of course, only the biggest corporations in America can afford the costs. The automobile corporations in America are high on the list (using "manhood" to sell cars).

John Galbraith, in his book *The New Industrial State*, has perceptively noted: "The industrial system is profoundly dependent on commercial television and could not exist in its present form without it." This certainly is true for the modern mammoth sports industry. But the reverse is to some extent true as well: It is doubtful if commercial television could have grown as fat, or could exist in its present form, without the sports industry.

In his treatise on "The Long Range Effects of TV and Other Factors on Sports Attendance," Jerry N. Jordan cites research proving that, "sports-minded people, because of their great interest in competitive games, were among the first to buy television sets." TV companies were advertising such things as, "Your TV set is your ticket on the fifty-yard line," or "Enjoy the game in comfort in your home regardless of the weather," and so on. He notes that in 1948, the first year that television sets were being mass produced, the percentage of TV time devoted to sports was sometimes as high as thirty-five per cent, and over the year averaged sixteen per cent. Even now the most common plug for color TV buying is the suggestion that you can see the game in color. Similarly, both pro sports owners and pay-TV companies are hoping sports can usher in the new super-gravy era of pay TV and profits for them both.

Like Benson & Hedges... the longer the better.



Warning: The Department of National Health and Welfare advises that danger to health increases with amount smoked.

So the general rule is that television needs sports almost as much as sports needs television. In the era of monopoly capitalism both have the function of stimulating hyperconsumption and fronting for the mass advertiser, from who both industries ultimately get most of their financial backing and, therefore, by whom they are ultimately controlled. (It should be pointed out that these advertising costs are added on to the price of consumer goods, so that ultimately the working class is forced to pay the price of its own brain-washing.)

Monopoly capitalism needs monopoly capitalist sports and vice-versa. The material conditions that create the one also create the other.

Sports and capitalism

As we have shown, sports watching helps to develop the sort of passive, acquisitive stance that favours escape or pseudo satisfaction through consumption generally. If a guy is dumb enough to identify with a ball team, why not with a brand-name beer. ("Baseball and Ballantine. Baseball and Ballantine..." is the little jingle that started all New York Yankee baseball telecasts for many years.) And if a guy is desperate enough to look for his manhood in a ball park, why not in a department store? Sports machismo is good business. If you can keep the guys hustling after the brass ring of "manliness," you can sell them everything from "a man's deodorant" to "sports cars with drive."

In the final analysis, all this is based not on any special idiocy of the sports world, nor even on any special deviousness of mass advertisers, but on the social relations of capitalist production itself. A guy who has to look for his humanity identifying with the

super-masculine menials of his team obviously is not one who's engaged in creative decision-making and control of work he can really believe in. Turned into a cog on a job he does not believe in, with a woman whom the system has turned into another cog — or even worse a housewife — his sex life is not likely to be all that great either.

So he chases his manhood — or the illusion of it — where he may, more or less like a hungry mouse in a maze. The success of sports promoters, or promoters generally, is based not on their ability to inculcate "false" needs in people (as Marcuse, for one, seems to believe), but on their ability to turn genuine needs, which the capitalist system cannot satisfy, into vehicles for selling their products.

A good example of this is the commercial often heard during pro football games for Tijuana Smalls cigars — a jingle repeats again and again "With Tijuana Smalls, you know who you are, you know who you are." The point is that the average fan does not know who he is. This system has turned him into a cipher, and in the back of his mind he knows it. Until there is workers' control over industrial production, and until that production is reoriented toward serving unmanipulated human needs rather than the accumulation of profits, people will continue to seek their humanity in commodities.

Paul Hoch is a humanities professor at Montreal's Dawson College and a former contributor to the insight page of the *Toronto Star*. He is the author of the recently released book *Rip Off The Big Game* [Doubleday Anchor, 1973] on the political sociology of sport.

This article is reprinted from "Content"—a magazine for Canadian journalists.

Redmen defrock Bishop's 41-0

Daily Staff Reporterzz

The McGill Redmen finished their home season with style, crushing the Bishop's Galters 41-0.

Playing before a lively and enthusiastic crowd, the Redmen performed magnificently, giving their battered opponents little opportunity to score. With confidence and poise, the courageous Redmen defense strategically maneuvered not unlike a well disciplined army, while the bold offense struck time and again with the quickness of greased lightning.

What a difference a week makes! As you probably remember, and would like to forget, the Redmen last week dropped their contest with Ottawa in rather convincing fashion, losing 83-28. Statistically, this week's team was 94 points better (plus 41 Saturday and minus 53 last week). Certainly, this development came as a welcome to the die-hard core of faithful pigskin fans who braved the cold to view the match.

The game began evenly, with sluggish play on both sides, but after about 8 minutes, the tempo changed dramatically, as Gary Myers, McGill's stellar defensive back, stepped in front of a Bishop's pass for a key interception.

The ol' Red 'n White wasted little time in converting this golden opportunity into a score, as QB Dis Auders struck a streaking John Morgan for a long touchdown pass-run play (bien joué!).

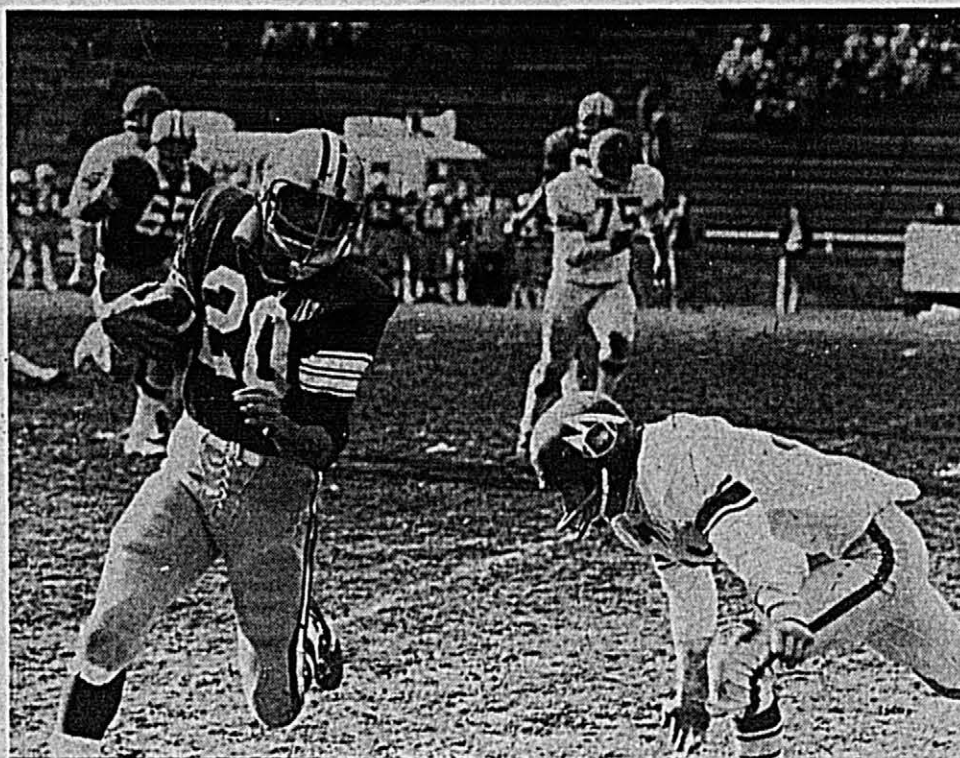
There was no further scoring until the second quarter, when Dan Castellani split the uprights for the first of his two field goals of the chilly afternoon. This was followed much later in the half by a last minute scoring balloon to tight end and game star John Morgan, who caught an Auders' lob on the ten yard line and then proceeded to drag his defender kicking, screaming and otherwise making a nuisance of himself, into the endzone with him.

Second half

The play in the second semester featured tough grid action, with much head-knocking and tooth-rattling. A field goal by Castellani increased McGill's margin to 20. This was again followed by yet another brilliant play on the part of John Morgan, who caught an Auders' lob on the ten yard line and then proceeded to drag his defender kicking, screaming and otherwise making a nuisance of himself, into the endzone with him.

Not to be outdone, another season-long bright light in the Redmen's galaxy of offensive stars, Ross Brooks, put on a show for the Redmen fans (and Bishop's too). With precious few grains of sand left in the hourglass, he ripped through the now tired Galters defense on an eighteen yard off-tackle touchdown tear. He followed this with an explosive 78 yard punt return (boom!) for his second big sixer, thus finishing off the scoring for the afternoon.

Without a doubt, the Redmen had finally given the triumphant performance long awaited by their faithful multitudes (cheers!).



Sports



Daily sports photos
by Rick Martin

Ruggers topple Harvard

by Peter Flory

Thank you spectators. Thank you, Graduate Society. Thank you, Karl Fischer. However—before we get carried away with thank you's—what a Rugby team! From a motley group of rookies, bedraggled members of last year's team, a few veteran players, and a fisherman, has been forged a team of precision, fluidity and grace, which reached the apex of its existence yesterday with a tightly contested 6-3 victory over visiting Harvard Rugby Football Club. But even this team needed support—and got it. We wish to thank you all who contributed: Karl Fischer, who gave so much of his time and knowledge to prepare us for the

game; the spectators, who sustained us through the game; the Graduate Society, who made us comfortable afterwards. But now for the details!

As the score indicates, the game was a defensive battle. McGill successfully contained any Harvard attacks, but was unable to capitalize on its own opportunities. The McGill backs were excellent defensively, but had trouble controlling the ball with consistency when they regained possession, and the pack, though recovering the ball in both tight and loose scrum, lacked the weight and cohesion to run the ball over or through their opponents. However, McGill was unable to gain excellent field position and on

many occasions, and on several of these, Harvard infractions unleashed the lethal foot of McGill's Gordie Campbell who connected on two of four penalty kicks to give the Redmen their six points. He scored once in the first half, to which Harvard's Steve Niemi replied with a penalty goal of his own.

At the half, the score was a deadlocked 3-3. But early in the second half, Harvard was penalized for the use of hands in the scrum, and Gordie tallied once again, this time from an almost impossible angle, and gave McGill the 6-3 lead which was to stand until the final whistle.

There are too many individ-

uals who turned in fine performances to mention them all. Such a collection of individuals is often called a team, and this game was won by a team. A word of praise, however, should be bestowed upon the pack. Although outweighed by an average of 30 pounds per man, they were able to hold Harvard in the tight scrum, winning more than their fair share of the ball, and they contained Harvard's big men in the loose, never letting them "ramble"—a potentially dangerous situation where big men pick up speed and bulldoze their way over any would-be obstacles.

But two individuals must be mentioned, for whom yesterday

was the last appearance for McGill. George Jeep Filliter and John Schuter have contributed greatly throughout the entire season, especially yesterday. Unfortunately, John was injured, and had to leave the field, but he has performed admirably all season, and deserves more praise than time and space allow him. "Jeep" too has been outstanding in every game he has played, often exhibiting spirit and courage well and above the call of duty. To both of them, we wish good luck and success.

Finally, I am happy that this game brought both spectators and the athletic department into closer contact with the sport of Rugby, a friendship which can only prove beneficial to all three parties. Especially next year, when the Rugby team travels to Cambridge for a rematch. After all, why wait another one hundred years?

Men's Intramural Hockey

This year play will be divided into four leagues. One faculty league plus three open leagues.

Open leagues:

1. An eight team league Tuesday to Friday from 12:45 — 2:00
2. An eight team league Monday, Tuesday and Thursday from 5:00 — 6:15
3. A four team league on Saturdays from 4:15 to 6:15

These leagues will be filled on a first come, first served basis.

Entries close for all leagues on Monday, October 28 and play begins Wednesday, October 30.

Entries must be submitted to the Intramural Office and be accompanied by a \$10.00 deposit. This deposit will be refunded provided no defaults occur. For further information contact the Intramural Office, 392-4730.

Men's Intramural Volleyball

Entries close Friday, October 25 and play begins Tuesday, October 29.

All team entries must be submitted to the Faculty Athletic Rep or the Intramural Office and be accompanied by a \$10.00 deposit for each team entry. This deposit will be refunded provided no defaults occur. For further information contact the Intramural Office, 392-4730.

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blood drive '74

Guest Celebrity visiting today — MOISHE SAFDIE

It's YOUR turn to donate YOUR pint.



Continued from page 3

LAMBDA CHI FRATERNITY

Meet a stranger, join us for lunch any day. 3505 Peel (behind Union). Lunch is served at 1 pm. 288-6717.

ARTS FACULTY MEN

Arts ice hockey team tryouts on Thursday, October 21, from 7:40-8:40 pm. For this and information about other intramural sports, contact Doug at 849-2631.

MCGILL PLAYERS CLUB

Auditions! Further auditions for lunchtime production of "Feiffer's Sketches". Sandwich Theatre, October 22, 12:15-1:15 pm. Males needed especially!

BRIDGE CLUB

All those interested in playing intercollegiate bridge, phone Howard, 481-9122, or Robert, 488-3085.

BUSINESS OPPORTUNITIES**WEEK**

During the week of October 21-24, the M.U.S. is sponsoring business opportunities week which will consist of various tours, seminars and events in the business sector. Full information is available at the Bow Booth in the SBB lobby or by calling 392-5114.

MCGILL LITERARY MAGAZINE

Students interested in working on the magazine are invited to a meeting, Thursday October 24, at 5 pm in Arts-B-20. Information call 392-4483.

SOCIOLOGY UNDER-GRADUATE STUDENT UNION

Important meeting to elect departmental representatives will be held on Tuesday, October 22, Leacock 738, 1 pm.

AUDITIONS: SAVOY SOCIETY

Tenors still needed for Gilbert

and Sullivan's "The Pirates of Penzance". Experience not essential. Call Trevor Payne for appointment.

BLOOD DRIVE '74

Blood drive happens all this week, Monday-Friday in Union ballroom. Open 10-6 pm every day except Wednesday, when it's open until 9 pm. Lots of prizes, entertainment, celebrities, and food. All free for a pint of blood. Information call 392-8911.

AFRICAN STUDENTS' ASSOCIATION

Election meeting—Thursday, October 24 at 7 pm, Union Coffee Lounge.

SOUTH ASIAN STUDENTS' ASSOCIATION

Election meeting — Thursday, October 24 at 5 pm, Union Coffee Lounge.

DOMINIQUE CLIFT

of the MONTREAL STAR

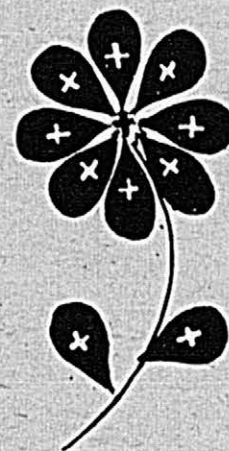
will speak on

**LABOUR IN TURMOIL
& QUEBEC'S ECONOMIC
FUTURE**

Monday, October 21, 1974 at 7:45 P.M.
Hillel House

3460 Stanley St.

blood drive '74



today is the

OPENING DAY

of the 25th annual
McGill University Blood Drive.

COME AND GIVE

A prize given every twenty minutes!!!

Radios, dinners, a typewriter, football tickets, books, booze (case of O'Keefe), bowling passes, free beer at brasseries and pubs and places around town, watches, games (the adult sort), ski passes, and lots, lots more!!!

FREE FOOD AND MEALS

hot, cold, and in-between!!!

CELEBRITIES

from television, radio, the sports world, and
anywhere else you can imagine!!!

ENTERTAINMENT

live, and not quite live!!!

The clinic is open all week. We're
there. It's up to you to give.

TIMES: Monday, October 21 10am — 6pm
Tuesday, October 22 10am — 6pm
Wednesday, October 23 10am — 9pm

***NITE CLINIC— especially for residences, fraternities, STAFF, and everyone else.

Thursday, October 24 10am — 6pm
Friday, October 25 10am — 6pm

***LAST DAY. If you haven't given by
Friday, you'd better get moving!

Your blood is needed. Desperately. It only takes 30 minutes and it's
only a pint. But it's an important pint, because a life depends on it.

**Union Ballroom
3480 McTavish St.**